



TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S.
Travel
Data
Center



VOLUME 9, Number 1

January, 1980

GAS SHORTAGE PRODUCES ATTENDANCE DECLINE

Visitor volume at a sample of the nation's parks and attractions continued to register sharp decline during third quarter, 1979. Participating facilities reported an overall drop in attendance of 6.8 percent. The significant decreases posted this quarter represent a worsening of conditions for parks and attractions, attributable to recent gasoline shortages experienced in this country.

These are the results of the U.S. Travel Data Center's continuing National Travel Barometer. Nearly 2,000 national parks, state facilities and private attractions participated during the third quarter (July-September), 1979 period, recording a total of over 277 million visits.

Private attractions experienced the most severe declines, receiving 11.4 percent fewer visitors than one year before. EASTERN GATEWAY region suffered the greatest drop in visitation, down 27.6 percent, followed by GEORGE WASHINGTON COUNTRY, down 15.6 percent.

Attendance at national parks was also depressed this quarter, showing visitation figures 6.3 percent below those recorded in the third quarter of 1978. MOUNTAIN WEST recorded the largest decline, where overall national park visitation dropped 18.1 percent. National park attendance was also down in the FRONTIER WEST, showing a decrease of 12.1 percent.

State parks fared little better, posting an overall decline of 4.8 percent from third quarter, 1978 levels. Leading the decline were attractions in GEORGE WASHINGTON COUNTRY, down 15.7 percent. Sharp decreases were also experienced by FRONTIER WEST, down 15.4 percent, and MOUNTAIN WEST, down 12.3 percent. NEW ENGLAND posted the highest increase, up 15.2 percent, followed by the FAR WEST, up 0.9 percent.

Regionally, MOUNTAIN WEST suffered the most, down 15.5 percent in overall third quarter attendance from one year earlier. GEORGE WASHINGTON COUNTRY attendance dropped 11.4 percent, with declines recorded for FRONTIER WEST (-10.1 percent), the SOUTH (-8.4 percent), and EASTERN GATEWAY (-7.5 percent). Increases in overall attendance were posted by THE ISLANDS (13.3 percent) and NEW ENGLAND (6.4 percent).

The table on the following page shows third quarter, 1979 percent change in visitor volume from the comparable period in 1978.

NATIONAL TRAVEL BAROMETER, THIRD QUARTER, 1979

Region	National Parks		State Parks		Private Attractions	All Facilities
Eastern Gateway	11.2	(19)	- 5.0	(1)	-27.6 (23)	- 7.5 (43)
Far West	- 9.1	(38)	.9	(410)	- 9.3 (24)	- 3.3 (472)
Frontier West	-12.1	(47)	-15.4	(63)	- 1.7 (93)	-10.1 (203)
George Washington Country	- 5.5	(48)	-15.7	(218)	-15.6 (42)	-11.4 (308)
Great Lakes Country	14.8	(18)	- 3.1	(200)	- 3.3 (40)	- 1.9 (258)
Mountain West	-18.1	(46)	-12.3	(48)	-11.1 (33)	-15.5 (127)
New England	5.5	(13)	15.2	(232)	-13.4 (32)	6.4 (277)
South	- 5.9	(53)	- 4.0	(112)	-13.8 (91)	- 8.4 (256)
The Islands	13.6	(8)	N/A		N/A	13.3 (8)
OVERALL	- 6.3	(290)	- 4.8	(1284)	-11.4 (378)	- 6.8 (1952)

¹ The number of facilities reporting in each category is shown in parentheses.

TWO SURVEYS RELEASED

The American Hotel & Motel Association (AH&MA) recently surveyed members of the National Passenger Traffic Association in a study of business travel intentions for 1980. Company spending for business travel should increase an average 21 percent over 1979 levels, with the average business travel expenses of the companies responding rising to \$8.5 million. Ninety percent of respondents predicted that the number of trips taken in 1980 would exceed the 1979 total. For more information, contact AH&MA, 888 Seventh Avenue, New York, NY 10019.

The international accounting firm of Laventhol & Horwath conducted a survey to measure current attitudes of leading financial institutions toward financing the real estate and operational requirements of the gaming industry. The survey, "Financing the Casino Gaming Industry - A Survey of Financial Institutions," revealed that most institutions are not confident that casino gaming can be adequately monitored, although the majority believe that casino gaming is here to stay. The 8-page report is available free of charge from Laventhol & Horwath, 1845 Walnut Street, Philadelphia, PA 19103.

PUBLICATIONS AVAILABLE

The 24th edition of *The Big Picture* has been published, providing a worldwide summary of events, trends and statistical data that affect the direction of domestic and international travel. Highlights in world tourism for 1977-79 are reviewed, along with developments in such industry sectors as tour operators, travel agents, transportation, travel advertising and passports. The newly-expanded 1979-80 issue contains 152 pages of forecasts and analysis, indexed by subject. Compiled by Somerset Waters, the publication is available for \$25 plus \$2 mailing charge (\$4 for foreign air mail delivery) from ASTA Travel News, 488 Madison Avenue, New York, NY 10022.

Pannell/Harris, Kerr, Forster & Companies have released *1979 Trends in the Hotel-Motel*

TRAVEL PRINTOUT is published monthly by the United States Travel Data Center, an independent, non-profit organization devoted to statistical research on travel and tourism, located in Suite 610, 1899 L St., N.W., Washington, D.C. 20036. Telephone: 202/293-1040. Dr. Douglas C. Frechtling, Director. This newsletter reports on Data Center activities, new developments in travel research and data collection, and current travel trends. Subscriptions are available to non-members at \$25.00 per year, U.S., Canada and Mexico; other foreign countries, \$30.00 per year.

Business: USA Edition, and Trends in the Hotel Business: 1978 International Edition. The USA edition examines current trends and operations for a sample of more than 800 hotels, motels and resorts. Special analyses of management and franchise fees, as well as a 20-year analysis of operations (1959-78) are included. The international edition highlights 1977/76 trends by 12 major regions, with a special examination of Caribbean casino operating results. Both reports are available from Harris, Kerr, Forster & Co., 420 Lexington Avenue, New York, NY 10017.

FARES PACE TRAVEL PRICE ADVANCE

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 1.5 percent in November, faster than the increase posted in October. For comparison, the Consumer Price Index (CPI) rose 0.9 percent on a seasonally unadjusted basis in November, the same rate of increase as in October.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans while traveling away from home in this country, stood at 251.6 in November (1967=100).

Airline fares dominated the travel price advance in November with an increase of 5.2 percent for the month. Intercity train fares posted an increase of 4.5 percent, the greatest increase since July, 1979. Other significant increases in November were recorded for taxicab fares and intercity bus fares, up 1.5 percent and 1.4 percent, respectively. Gasoline showed a 1.0 percent increase for the month. Entertainment services and incidentals posted the smallest increases, both at 0.4 percent.

The TPI has increased 20.3 percent since November, 1978, compared to a 12.6 percent advance in the CPI for the same period. Gasoline led all other components with a 50.8 percent rise, followed by airline fares and intercity train fares, with increases at 22.2 percent and 19.6 percent, respectively, for the year. Other increases posted were for lodging (15.5 percent), intercity bus fares (14.7 percent), taxicab fares (14.1 percent) and food away from home (11.2 percent). Entertainment services and incidentals indicated the smallest increases at 6.8 percent and 6.3 percent, respectively.

VISITOR VOLUME AT NATIONAL PARK SERVICE AREAS¹

Region	October, 1979 visits (thousands)	Change from September, 1979 (percent)	Change from October, 1978 (percent)	1979-78 Year-to- date change (percent)
Eastern Gateway	1,027.4	-18.6	49.1	0.9
Far West	2,926.1	-25.8	-6.1	-0.4
Frontier West	1,402.6	-26.3	2.3	-8.6
G. Washington Country	7,836.2	-3.1	19.1	-2.4
Great Lakes Country	671.3	6.1	80.3	21.4
The Islands	479.1	11.2	4.1	2.0
Mountain West	1,440.3	-50.0	-10.4	-17.0
New England	1,089.2	-11.0	1.8	0.9
South	7,481.5	19.3	-4.8	-2.9
TOTAL	24,353.7	-8.6	5.3	-3.6

¹Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the DATO travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

		% Change from October, 1979	% Change from September, 1979	% Change from October, 1978	Year-to-date % Change 1979/1978
Establishment receipts or retail sales ¹					
Hotels, motels and other lodging places.....	\$2,046 million	3.8		17.5	17.2
Amusement and recreation services.....	\$2,233 million	2.0		15.9	9.5
Eating and drinking places.....	\$6,498 million	1.8		8.0	8.7
Gasoline service stations.....	\$6,792 million	2.8		30.1	19.0
Demand for commercial lodging					
Hotel/motel occupancy rate ²			-Not Available-		
Real demand for commercial lodging ³	\$ 790.3 million	0.1		0.4	0.8
Highway traffic volume ⁴					
Main rural road vehicle-miles.....	46.4 billion	2.3		-3.4	-2.1
Airline passenger traffic ⁵					
Domestic revenue passenger-miles.....	16.0 billion	3.0		7.6	12.6
International revenue passenger-miles.....	4.4 billion	-9.9		25.6	22.9
Rail passenger traffic ⁶					
Amtrak passenger-miles.....	303.9 million	-14.6		1.6	22.5
Bus passenger traffic ⁷					
Intercity passenger-miles.....	1.26 billion	-10.6		5.9	3.5
Domestic demand for motor gasoline ⁸					
Barrels per day.....	7,023 thousand	2.6		-5.0	-3.3
Public use of National Parks ⁹					
Visits.....	24,563,200	-7.9		7.0	-4.1
Overnight stays.....	968,700	-44.1		-11.2	-11.5
Foreign arrivals in U.S. ¹⁰					
From overseas.....			-Not Available-		
From Mexico.....					
From Canada.....	848,560	-10.1		1.8	-11.7
Citizen departures to Europe ¹¹	277,000	-40.0		0.4	0.9

¹ Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census.
² Source: Laventhol & Horwath, seasonally adjusted. ³ Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. ⁴ Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. ⁵ All U.S. scheduled service air carriers. Source: Civil Aeronautics Board. ⁶ Source: National Railroad Passenger Corporation (Amtrak). ⁷ Class I regular route and charter service. Source: American Bus Association. ⁸ Preliminary; Source: U.S. Department of Energy. ⁹ Preliminary; unadjusted for differences in reporting units. Source: National Park Service. ¹⁰ Includes only those visitors from Mexico remaining in the U.S. 72 hours or more. Estimated by the U.S. Travel Service. ¹¹ Estimated by U.S. Department of Transportation.

U.S.
Travel
Data
Center



1899
L Street
Northwest
Washington, D.C.
20036
(202) 293-1040

U.S. POSTAGE
PAID
FIRST CLASS
PERMIT NO. 45523
WASHINGTON, D.C.



January, 1980
TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

04373 TDC 0380 3
JEANNE LONG ACQ EDIT
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE NW
WASHINGTON DC 20014